

College of the Holy Cross

CrossWorks

Student Newspapers

College Archives

3-8-1962

Crusader, March 8, 1962

College of the Holy Cross

Follow this and additional works at: <https://crossworks.holycross.edu/crusader>



Part of the [Higher Education Commons](#), and the [Social History Commons](#)

Recommended Citation

College of the Holy Cross, "Crusader, March 8, 1962" (1962). *Student Newspapers*. 1402.
<https://crossworks.holycross.edu/crusader/1402>

This Newspaper is brought to you for free and open access by the College Archives at CrossWorks. It has been accepted for inclusion in Student Newspapers by an authorized administrator of CrossWorks.

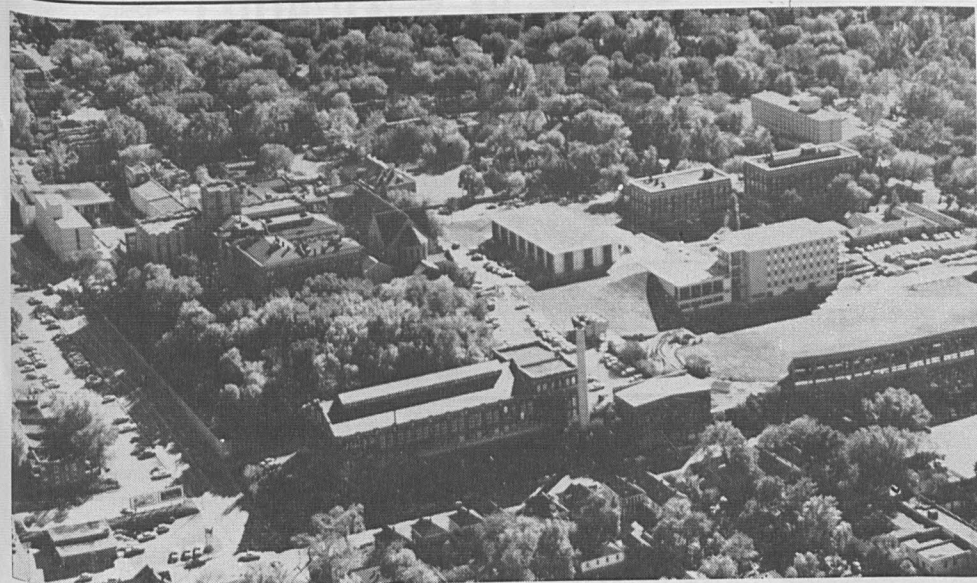
The Crusader



Special—1

Holy Cross College, Worcester, Mass., March 8, 1962

Creighton University



Omaha's Creighton University — 84 years on the Plains

I am riding on a limited express, one of the crack trains of the nation. Hurling across the prairie into blue haze and dark go fifteen all-steel coaches holding a thousand people. (All the coaches shall be scrap and rust and all the men and women laughing in the diners and sleepers shall pass to ashes.) I ask a man in the smoker where he is going and he answers: "Omaha."

—Sandburg

* * *

Cowboy and Jesuits

Imagine, on one hand, a frontier gunman who skinned mules and grappled with Indians and mountain winters to stretch telegraph poles from Iowa to California. Imagine, on the other hand, a ballooning Catholic university beside the Missouri River, supplying senators, most of the doctors, dentists, and lawyers for Omaha and the American Great Plains. For it takes imagination to accept the important fact that such a man — Ed Creighton, cowboy — was the human instrument responsible for the very meek beginnings of a justly proud Jesuit university — Creighton.

Some engaging biography, taking us back in time and west in space, should assist the imagination.

Catholic Edward Creighton, born and raised in Ohio, attended grammar school up to the fifth grade, won young fame as a boxer and counted as an early friend another Catholic boy who loved to talk of generals and armies and fame — Phil Sheridan.

Ed did a lot of things. He built turnpikes in Ohio. He hauled freight to West Virginia. Then in the 1840's he signed contracts to deliver telegraph poles into Indiana — later, down to New Orleans. Five years before the not-so-Civil War he traveled to Omaha, fell in love with the far frontier, the town, the muddy Missouri.

Abe Lincoln was elected President in 1860. The same year Creighton elected to partake of history: he told Western Union that he could take them all the way west.

Four weeks after Fort Sumter exploded, Creighton struck out toward the Rockies with a pack of hardened but loyal outdoorsmen, determined to link the American coasts with the talking wire. He fought heat, floods, renegades; he battled Indians; he cleaned the chaff out of small towns before he passed through with his workmen. In Salt Lake City he met his friend, Brigham Young, and wired back to his wife that he was heading on to the Pacific.

Within weeks he was there. The mayor of San Francisco tapped out some patriotic words to the mayor of New York; "The Pacific to the Atlantic sends greetings. And may both oceans

be dry before a foot of all the land between them belongs to any other than our united country."

The country remained united and Western Union made Ed Creighton a rich man. He returned to Omaha and became its leading citizen. They made him president of a railroad and head of the First National Bank. And on Nov. 3, 1874, his death by stroke was mourned on front pages across the united nation.

This is the headline story of Edward Creighton. But the bigger story begins a few years later with the Creighton family's donation of \$100,000 to the bishop of Omaha for the foundation of a university which would carry the name of Edward Creighton. Bishop O'Connor took the money, shrewdly called in the Jesuits, and the bigger story began to unfold — in students, in buildings, in service.

The Creighton University of 1962, magnified far beyond the expectations of a dusty cowtown of 1878, is a Jesuit institution noticeably different from big-city Loyola of Chicago or tropical Spring Hill or city-sized Detroit University.

Creighton: City and Farm

Creighton — to stress two adjectives — is, with success, both urban and rural. It operates in the literal heart of America's breadbasket; and it is, at the same time, the dominant educational nerve of a major U. S. city. Eighty-four years old, Creighton belongs to Omaha and the farmland.

Telling Statistics: The university has educated 44% of Omaha's physicians, 57% of its pharmacists, 70% of its dentists. Nearly half of the area lawyers are from Creighton.



Eppley College of Business Administration on the Hilltop.

While almost half of Creighton's students — men and women — live in the Omaha-Council Bluffs twin city network (population: 360,000), the rest of the students come from the surrounding farm areas and, in over-all reach, from 43 states and 15 foreign countries.

The faculty, educated in 200 different schools on four continents, combines 60 Jesuits and 435 laymen: it guides students toward baccalaureate, doctorate and masters degrees in 57 varieties of fields.

And a very tangible item, the school directory, lists among its graduates:

- Iowa's U. S. Senator, Jack Miller (R);
- Former National Chairman of the Democratic Party, Stephen A. Mitchell, now retired to law work in New Mexico;
- James Keogh, former city editor of the *Omaha World-Herald*, now Assistant Managing Editor of *Time* magazine;
- Joan Krager, editor of the University of Wisconsin Press;
- Frank Halloran, President of the American Society of Oral Surgeons;
- J. M. Hohn, President of the South Dakota Dental Associations; plus past U. S. senators, ambassadors, and scores of Omaha judges.

Figures for enrollment increases, name graduates and like concrete achievements speak about one kind of Creighton. Yet the particular traditions and spiritual force behind them — the ideas behind the people and things — are the base roots of this city-farm university.

The Jesuits set the unaltered pattern in the 1870's, introducing their *ratio studiorum* into a saloon and six-gun western town. Their school at first marked the western border of Omaha (though now the city has enveloped the campus); it began classes with a handful of young men and quietly billed itself as a "free school for boys."

Creighton family money poured into the school; western livestock herds bloated Omaha's stockyards. City and school matured. Creighton became the only Catholic university between St. Louis and the Pacific coast; Omaha stole stockyard supremacy away from Chicago.

Gradually, individual colleges developed their specialized skills. The present College of Arts and Sciences and its one hundred member staff claims senior status by age. But the other schools have their own credentials.

Senior pharmacy students, it is estimated, fill almost 25,000 prescriptions a year, saving indigent patients \$10,000 annually. Studying pharmacists, doctors and nurses have learned over the years to couple book knowledge and lab work with outside practical training — they help out part-time on the staffs of 13 clinics and hospitals in the twin-city region and Creighton's own new medical clinic serves, on the average, 32,500 patients yearly.

Another Reinert, A New Creighton

From 1921 until the middle '50s, Creighton saw not a single building added to the hilltop campus. Then, of a sudden, the physical plant swelled. A student union, men's dorm, library and women's residence were erected inside of 5 years. Last year the Eppley College of Business Administration (*see cut, below*) was christened — and the new million-dollar, half a million-volume library opened its stacks to the students. In 1958 Creighton Prep moved west from the mother campus to the outskirts of the city and expanded enrollment to 1,000. Local businessmen began to work as a unit for the university; fund drives materialized, ambitious designs for decades to come were put down on paper. And, in the background of all the activity, yet somehow up to his neck in it, was a youthful, dynamic Jesuit with a recurring name: Father Carl Reinert.



Fr. Reinert on new building site

The Reinert name has created something of a dynasty within the Jesuit Catholic orb of learning. Creighton's Carl is brother to Paul Reinert, president of St. Louis University, and James Reinert, principal of a Wichita, Kansas high school. And the knack for leading and organizing, common to all three brothers, stands out in clear fashion amid President Carl Reinert's accomplishments during twelve years in office.

Twelve years as top man, to begin with, is a Creighton record. Since taking office back in September, 1950 at age 37 (another first: youngest president) Fr. Reinert has done enough for Creighton to rival the memory of its founder, and to provoke an Omaha paper to suggest:

"If a popularity contest were held in Omaha today, one of the favorite candidates would very likely be the rugged, tireless, versatile Jesuit priest who is the 19th president of the Creighton University."

The public relations department couldn't have put it better. For in the twelve years under Reinert, Creighton's about-face included:

- a faculty increase from 388 to 465 members;
- 50% average faculty salary boosts;
- expansion of the School of Pharmacy course to five years;
- general updating of Business, Nursing and Dentistry schools (sample result: 1960's dent grads placed first nationally in National Board Examinations).

Caught up in the terrifying must of new buildings and more space, President Reinert directed to completion the new Eppley Business quarters, made the transfer of Prep and provided the spur for Creighton's 17 million dollar, 10-year development program.

Money For Progress

But Daniel McHugh, head of development, underlined the university's chief money-making difficulty: "Creighton lacks the large number of affluent alumni that universities like Chicago, Northwestern, Notre Dame and the Ivy League schools have . . . We must build our case and seek additional support from sources other than our alumni . . ." As a result, while the alumni have pooled resources to help make real Creighton's hopes for the future, Fr. Reinert has gone out after foundations and leaders of industry. Not surprisingly, he hit pay dirt:

The AEC gave Creighton a \$23,000 grant for studies in nuclear science — the U. S. Public Health Service contributed \$87,000 toward medical and dental research — New York's Hartford Foundation sent \$38,000 for continued surgical therapy work . . . And just last autumn a check in excess of 3 million dollars was mailed to the university by the widow of Dr. C. C. Criss, M.D., '12, founder of Mutual of Omaha. The gift, termed "by far the largest ever made to Creighton," is earmarked for the new Creighton Medical Center.

On the student level, Creighton claims laurels as the first university in the world to pioneer a campus-oper-

prairie has been a consistent challenge to the university. The names of Cushing, Spellman, Dooley, Luce, Gruen-ther, Buckley (the Yale one) and Shuster have visited Omaha through Creighton. The city-wide Spring Fine Arts Festival is another of the school's gifts to Omaha; similar off-campus ties have been realized in co-operative exchanges between city playhouses and orchestras and student drama and music guilds. And the acknowledged success of the campus-city alliance was evidenced a few years back when changing Omaha received an All-American City rating — and Creighton's founder was picked as one of the top eleven leaders in the city's history.

It seems, these days, that every American institution of higher learning purposely or unconsciously gauges its relative strength or position by its enrollment spiral or building projects. In many cases such norms are mis-

leading and invalid.

At Creighton, however, enthusiasm for a zealous dollars and cents campaign or anticipation of a 50% student increase by 1970 is never out of place. Omaha is an island in an agricultural sea; Creighton, as a topflight Catholic university for the region, must adapt to the wants of this city-farm mixture. The school's output of doctors, dentists and lawyers mirrors these needs. The city is still building itself there on the Missouri; so, builders and doers, geared more for labor than leisure, people educated to service a growing city and spreading farm, are demanded.

Frontier Nebraska 1962 is as triggered with possibilities as it was when Creighton U. first came to Omaha. Neither school nor city has had time in its coming of age to pause — only time to build, expand, rebuild — only

time to lock step in a race to subdue the immense plains.

Any forecast for Creighton University would probably be rash and understated. But it is a safe, green-light guess that as Omaha leapfrogs its sub-

urbs and the farmlands keep surrendering their children to city learning, Edward Creighton's 'free school for boys' will bulk bigger in its urban-rural setting — and in the many-faced family gallery of U. S. Jesuit schools.



PUBLISHED WEEKLY AT HOLY CROSS COLLEGE DURING THE SCHOOL YEAR.

EDITOR-IN-CHIEF — JAMES R. AMREIN, '63
Managing Editor — Christian K. Zacher, '63
Managing News Editor — Walter D. Connor, '63

THOMAS H. KIEREN, '63, Business Manager
GERARD W. MOYNIHAN, '63, Sports Editor
PHILIP F. GALLAGHER, '63, Photography Editor
F. KENNETH JENSEN, '64, Layout Editor

ENTERED AS SECOND-CLASS POSTAGE PAID AT
WORCESTER, MASSACHUSETTS, UNDER ACT OF MARCH 3, 1879.
SUBSCRIPTIONS \$4.50 YEARLY

REPRESENTED FOR NATIONAL ADVERTISING BY
NATIONAL ADVERTISING, INC., 420 MADISON AVENUE, NEW YORK 17, N. Y.

LUCKY STRIKE presents: LUCKY STUFFERS

"PARENTS'
WEEKEND"



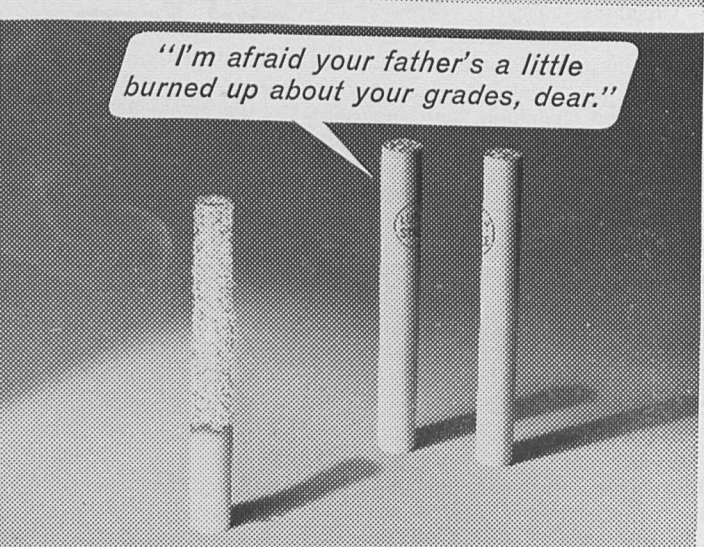
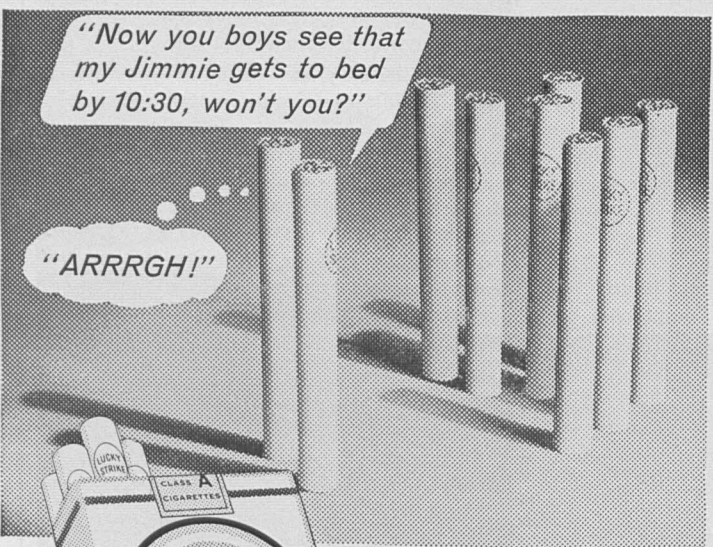
Very Rev. Carl Reinert, S.J.

ated television station. Back in 1946 — the days of the tiny screen and the undependable cameras — station WOW began its unusual adventure on an administration dole of \$50,000. As pioneer Edward Creighton gave telegraph communication to half the nation, his university likewise tried the untried on a later frontier; both ventures paid off.

Athletic prowess for the Jesuits in Omaha has gained renewed attention lately with the national conquests of the basketball Bluejays. Bound for the NCAA later this month, the Creighton five have laid waste a handful of surprised cage powers. Losses to Illinois, NU, St. John's and Seton Hall were more than offset by triumphs over: ND, UCLA, Princeton, Iowa, Denver, Rice, Marquette, Gonzaga, South Dakota and Nevada. Reversing with ease its dismal 8-17 record of last season, the Creighton team comes East to join three other Jesuit schools listed in holiday tourneys — the others, all NIT-berthed, are Loyola of Chicago, Holy Cross and Detroit.

Always The Frontier

To generate a cultural, intellectual elan for a metropolis of the modern



BREAKING THE ICE FOR DAD. When Dad comes to visit, help him bridge the years with questions like this: "These old ivy-covered buildings never change, do they?" "Say, aren't those girls the cat's meow?" "Dad, do you remember how great cigarettes used to taste?" Then inform your Dad that college students still smoke more Luckies than any other regular. He will realize that times haven't really changed. He'll be in such good, youthful spirits that he'll buy you a carton.

CHANGE TO LUCKIES and get some taste for a change!

© A. T. Co.

Product of The American Tobacco Company — "Tobacco is our middle name"